

ORDER



Orders

Order / Rev: 706695

Alt Order #: 06278672

Product Desc: OBAMA FOR AMERICA

Estimate: 1537

Flight Dates: 11/06/12 - 11/06/12

Original Date / Rev: 08/15/12 / 08/15/12

Order Type: Political

WKYC

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

Agency

Name: Greer Margolis Mitchell/ Pol

Buying Contact:

Billing Contact:

3050 K St NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: WEEKLY

Agency Commission: 15%

Advertiser

Name: Obama/D/President

Demographic: A35+

Product Codes: PL-Presidential

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/05/12	11/11/12	2	\$450.00	\$382.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	2	\$450.00	\$382.50	0.00
Totals	2	\$450.00	\$382.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	30%	\$450.00
Market	100%	\$1,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$15.00
WEWS	20%	\$300.00
WJW	28%	\$420.00
WOIO	19%	\$285.00
WUAB	2%	\$30.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	11/06/12	11/06/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/05/12	11/11/12	-T-----		1		\$50.00		0.00					
2	WKYC	11/06/12	11/06/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	1	\$400.00	P-5	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/05/12	11/11/12	-T-----		1		\$400.00		0.00					
													Totals	2	\$450.00